4432

## ABSTRACT

There is described a method and apparatus for producing prints, such as post cards, etc. The print producing apparatus includes a processor to generate a second character information by applying a first processing to a first character information and to generate a second image information by applying a second processing, being different from the first processing, to a first image information, after extracting the first character information and the first image information separately from a first image data which includes the first character information and the first image information, so as to generate a second image data which includes the second character information and the second image information, and a printer to produce prints by forming images, based on the second image data generated by the processor.